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FOR IMMEDIATE RELEASE

# Adobe Named the Leader in Web Content Management for Digital Experience by Independent Research Firm

**Adobe Recognized for Breadth of Functionality, Market Momentum and Resources**

**SAN JOSE, Calif. — April 8, 2013** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that Adobe® CQ, part of [Adobe Experience Manager](#) within [Adobe Marketing Cloud](#), was recognized as the Leader in "[The Forrester Wave™: Web Content Management For Digital Customer Experience, Q2 2013](#)" report by Forrester Research, Inc. Adobe was among the select companies Forrester invited to participate in the independent report, which evaluated 10 Web content management (WCM) products across 100 comprehensive criteria such as vendors' current offering, strategy and market presence.

"Adobe provides a solid set of tools to enable business users to manage experiences," stated the recently published report. "Adobe has made progress integrating the CQ5 WCM product with its other products, particularly analytics, testing, and optimization. The strength of Adobe's platform and the company's resources make it the vendor to beat in the DX (Digital Experience) space."

Adobe's position as the Leader in the WCM evaluation was also attributed to its "strong support for content authoring and editing and an intuitive and well-designed UI." The report added, "Adobe is sharpening its focus on digital marketers" and "has leveraged acquisitions such as Day Software's CQ WCM platform and Omniture's analytics to establish a DX management portfolio that appeals to marketers, developers, and implementation partners."

"The Web experience management market is dynamic and growing, underscored by Forrester's latest industry report," said Aseem Chandra, vice president, Adobe Experience Manager and Target business, Adobe. "We believe recognition by Forrester as the Leader further validates our strong position with Adobe Experience Manager as the best solution to help organizations deliver compelling online experiences across Web, mobile and social for building brand and driving revenue."

Deeply integrated with other solutions in Adobe Marketing Cloud, Adobe Experience Manager delivers capabilities for Web content management, digital asset management and media publishing across digital channels. The solution provides marketers with touch-enabled applications that can be deployed in the Cloud or on premise, helping organizations build engaging commerce experiences and brand loyalty. Recent customer wins include Bombardier Recreational Products, Citrix, Fairfax Media, Kellogg Company, Pearson, and Williams-Sonoma.

A complimentary copy of "The Forrester Wave™: Web Content Management For Digital Customer Experience, Q2 2013" report is available [here](#).

#### About Adobe Marketing Cloud

Now there's a place that puts everything digital marketers need in one spot. It's called Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting and Web experience management solutions and a social-enabled UI that brings together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever. Visit [www.marketing.adobe.com](http://www.marketing.adobe.com) to learn more.

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### **About Adobe Systems Incorporated**

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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